



TO GENERAL MANAGERS

DEPT ALL CLUBS EXCEPT.

ROUTE NO.

CI: 3,31,73,78,84

NY:6,35,49,79,301,302,303.

311,312,313,314

FROM D. INDELICATO *DI*

DEPT FOOD MERCHANDISING

DATE 10/24/96

SUBJECT

PROMOTION

Both Philip Morris and R.J. Reynolds have extended a promotional opportunity to us on all Marlboro and Winston brands. The promotion entails \$2.00 off per carton on all Marlboro and Winston styles; a five (5) carton maximum purchase, and will only be available to our Inner Circle Members.

The promotional particulars include:

DATING: November 11th - December 22nd



SIGNAGE: Your Cigarette Representatives will distribute signs to be displayed on your cigarette counter.

PRICING: Your pricing will be adjusted to ensure that your reduced promotional retail scans for the correct member group.

SPECIFICS: This \$2.00 off per carton promotional opportunity is only valid for Inner Circle Members. There is a five (5) carton limit.

If you have any additional questions, please give me a call at ext. 7442.

/cmr

cc: Fischer, Gorham, Graham, Jones, Kelly, McIntire, Operations Managers, Riccio, Ripoll, Rubey, Seppa, Tabor, Vinagro, Williams, M. Belniak (R.J. Reynolds), R. Morini (Philip Morris)

51850 5474